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OUTCOMES MADE SIMPLE
PART 1

A spark can become a flame and change everything.

OUR SERVICES

STRATEGY

FUNDRAISING

MARKETING

PROGRAMS

FACILITATION

EVENTS

COACHING

TRAINING

PROCESS

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Post-it
BIG NOTES
Super Sticky
for your big ideas
sticks and resticks
3M

- **Name**
- **Organization**
- **I’m hoping to learn _____.**

The Challenge

You and your team mate just won a $10 million lottery.

There's just one catch…

The $10 million must be used to eliminate poverty in one neighborhood in three years.

What's at Stake:

Should your team be successful, an additional $100 million will be granted to scale your success across the country.

The Rules

You and your team mate cannot spend the money directly.

The money must be invested in other organizations to solve the crisis.

The Rules

50 organizations totaling $20 million in requests are seeking your investment.

20 min.

Your Assignment:

Create an investment strategy for your $10 million.

- ✓ **Determine your investment priorities.**
  "Investing in _____ has the strongest likelihood to solve poverty in this neighborhood."

- ✓ **What types of organizations are you seeking to invest in?**
- ✓ **How can organizations seek your investment?**
- ✓ **What criteria will you use to determine the best organizations to invest in?**

The most critical responsibility of a funder.

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program evaluation cycle

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program evaluation cycle

Define

- Who is the program serving?
- What need/issue is the program addressing?
- How will the program serve participants & address the need?

Identify

- What are the program's SMART goals?
- What are the desired outcomes for participants?
- What are the targets and indicators of success?

Measure

- What measurement methods will we use? (surveys, observations, interviews)
- When will we collect data? How often will we collect it? Who will be responsible?
- What software/tools will we use to store and analyze the data?

Analyze

- Who needs to see our results? In what formats?
- What is the data telling us? Did we reach our targets? If yes, can we scale up? If not, where did we miss the mark?
- What is our program improvement plan?

- See if programs really make a difference in the lives of people.
- Help programs improve services.
- Indicates the effectiveness of the organization.
- Demonstrates Impact.

A description of how the program theoretically works to achieve benefits for participants.

It is the "If-Then" sequence of changes that the program intends to set in motion through its' inputs, activities and outputs.

program logic model

INPUTS

Resources dedicated to or consumed by the program.

e.g.
- money
- staff and staff time
- volunteers and volunteer time
- facilities
- equipment and supplies

Constraints
- Laws
- Regulations
- Funders' requirements

ACTIVITIES

What the program does with its inputs to fulfill its mission.

e.g.
- feed and shelter homeless families
- provide job training
- educate the public about signs of child abuse
- counsel pregnant women
- create mentoring relationships for youth

OUTPUTS

The direct products of program activities.

e.g.
- # classes taught
- # counseling sessions conducted
- # educational materials distributed
- # hours of service delivered
- # participants served

OUTCOMES

Benefits for participants during and after program activities.

e.g.
- new knowledge
- Increased skills
- changed attitudes or values
- modified behavior
- improved condition
- Altered status

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program logic model

Inputs		
MSW Program Manager	Funding	10 volunteers
RN Instructor	Infant Care Curriculum	

Activities	Outputs	Short-term	Intermediate	Long-Term
Program provides parenting classes on prenatal through infant nutrition, development, safety and care taking delivered in high schools twice a week for one hour to teen mothers from 3 months to one year after delivery of child.	**250** pregnant teens attend program. **72** parenting classes provided.	Teens are knowledgeable of prenatal nutrition and health guidelines.	Teens follow proper nutrition and health guidelines. Teens deliver healthy babies.	Babies achieve appropriate 12 month milestones for physical, motor, verbal and social development.
		Teens are knowledgeable of proper care, feeding and social interaction with infants.	Teens provide proper care, feeding, and social interaction to their babies.	

RECRUITING AND TRAINING STAFF AND VOLUNTEERS

INPUT

NUMBER OF TUTORING SESSIONS

OUTPUT

STUDENT IMPROVES ONE GRADE LEVEL

OUTCOME

FINANCIAL LITERACY CLASS

ACTIVITY

IF employment counseling for women trying to become financially self-sufficient includes job interviewing skills…

Output

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THEN the women will give more effective job interviews.

Short-term

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IF they give better interviews, THEN they are more likely to find jobs.

Intermediate

IF they find jobs, THEN they are more likely to be financially self-sufficient.

Long-term

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practice

20 min.

Outcomes Bingo

test your knowledge

So, what did you learn?

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